

January 28, 2011

To: Executive Board

Subject: **Exercise Option – Marketing Services**

Recommendation

Authorize the Executive Director to exercise the second one-year option with Pulsar Advertising for general marketing services in the amount of \$201,000.

Analysis

In February 2007, the Executive Board approved a contract award to Pulsar Advertising for general marketing services. The contract with Pulsar has a three year base term with two one year options. The first option was exercised in 2010 extending the term of the contract to March 2011. The exercise of the second option would extend the term of the contract until March 31, 2012.

Pulsar Advertising provides comprehensive and thorough marketing services to their clients including Foothill Transit. Under this contract option they will be asked to provide continued general marketing services and support. Some of the specific projects will include the roll out of the E bus book and new media outreach. All marketing campaigns will be designed to collectively build on Foothill Transit's brand image, with the ultimate goal of increasing ridership.

Budget Impact

The approved FY 2011 Business Plan includes funds for general marketing services as proposed and funds will be programmed in Foothill Transit's FY 2012 budget.

Sincerely,



Gary K. Nehls
Director of Procurement



Doran J. Barnes
Executive Director